

## ABSTRACT OF THE DISCLOSURE

A repeat use data inserting apparatus for repeatedly inserting repeat use data into program data in accordance with appropriate timings. The apparatus comprises a data holding unit and a data multiplexing unit. The data holding unit holds the repeat use data made of a plurality of material data in the form of separately encoded streams. The data multiplexing unit multiplexes separately encoded streams of a plurality of material data constituting the program data during a period other than a data insertion period during which the repeat use data is inserted into the program data. The data multiplexing unit further inserts repeatedly the repeat use data into the program data during the data insertion period by multiplexing the separately encoded streams of the plurality of material data constituting the repeat use data held in the data holding unit.